



In the framework of



Barcelona
Growth

Mobile World Capital Barcelona
mobileworldcapital.com

Barcelona Landing Service
bcn.cat/business

mStartupBarcelona
mstartupbarcelona.com

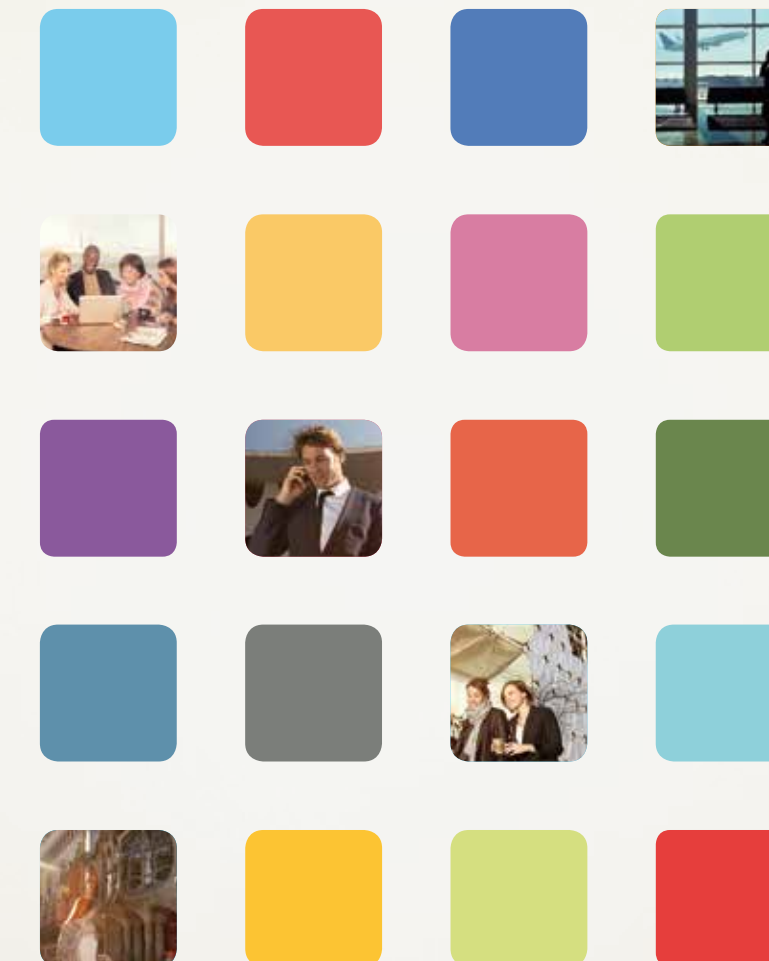
Mobile Community
community.mobileworldcapital.com

**bcn.cat/
business**

With co-financing



Meet Barcelona Mobile



**Barcelona
City Council**



GSM Association (GSMA), the consortium representing the interests of more than 800 mobile telephone operators and more than 250 companies in the broader mobile ecosystem worldwide, chose Barcelona in 2011 to be the Mobile World Capital. This designation **puts the city at the heart of one of the most dynamic, innovative industries in the global economy**, which generates more than \$2.4 trillion in revenue each year or 3.6% of the global GDP*.

Mobile World Capital Barcelona (MWCB) **positions the city as a global benchmark in social transformation through mobile technology and solutions**, from everyday use by residents to use in business, government and industrial processes. **The aim is to generate optimal conditions to enable companies and stakeholders in various arenas to carry out this transformation and for this to have a positive impact on the region in terms of business growth, job creation and overall economic wealth.** MWCB is a tool to drive the development and internationalisation of the business fabric as a whole in Barcelona, Catalonia and Spain, in addition to benefiting the entire mobile industry worldwide.

MWCB is managed by the Mobile World Capital Barcelona Foundation, which was established in 2012 by the Spanish Ministry for Industry, Trade and Tourism, the Government of Catalonia, the Barcelona City Council, Fira de Barcelona and the GSMA. The president of the Foundation is the mayor of Barcelona.

* The Mobile Economy 2014, GSMA Intelligence

10

Reasons why Barcelona and Catalonia are a benchmark in ICT, Mobile and Big Data



01

Mobile Ecosystem



With a productive fabric of technology companies that grew 4.7% in 2013, Catalonia is home to the headquarters of more than 5,000 foreign companies, 90% of which are located in the Barcelona area. Moreover, the presence of associations, clusters and sectorial communities helps generate an ecosystem that puts Catalonia's entrepreneurial activity rate at 6.6%.

02

Mobile Community



A benchmark in boosting synergies and providing access to knowledge, opportunities and activities associated with the mobile world capital for developers, entrepreneurs, investors, companies and knowledge centres with links to the mobile sector. Join in at community.mobileworldcapital.com

03

Business Support



Barcelona has, on the one hand, entrepreneurial infrastructures and support services like the Business Support Office, Barcelona Growth Centre, and mStart-upBarcelona IT-Mobile business accelerator, and, on the other, technology assets like corporate network, fibre optics, municipal Wi-Fi and the 22@ technology district

04

Competitive Human Capital



48% of the active population in Barcelona works in knowledge-intensive services. The 8 public and private universities in the Barcelona area are one of the basic pillars for generating and attracting qualified talent. This system is complemented by the excellent selection of business schools, including ESADE and IESE, which bring extensive experience in business management and support the creation of technology- and innovation-based companies.

05

Excellence in Big Data



Inaugurated in 2015 AT the Barcelona Growth Centre, the city's Big Data Centre of Excellence aims to provide companies and institutions with innovative technology solutions that address the growing demand for management and valorisation of big data.

06

Smart City



The facilities available, a highly qualified and multilingual workforce, the concentration of ICT companies, institutional support and renowned experience as a "real-life laboratory" make Barcelona the Mediterranean region best prepared for testing new technological products and services.

07

Strategic Sectors



Barcelona is showing strong development in economic sectors tied to new technology and sustainability that offer business and investment opportunities in the ICT-mobile, electric mobility and smart cities sectors, as well as others like education, logistics, tourism, trade and the agrifood industry.

08

European Capital of Innovation



A productive city that improves management through technology with its people in mind. These are the merits the European Commission recognised in choosing Barcelona as the first European Capital of Innovation in 2014.

09

Benchmark Events



According to the International Congress and Convention Association (ICCA), Barcelona is ranked first in the world in number of delegates and third in number of international congresses held over the 2008-2012 period. Some of the top ICT events include: MWC, Smart City Expo, City Innovation Summit, 4YFN, Sónar+D, Fòrum TurisTIC, and ICT conventions like HP Discover, Microsoft TechEd, Gartner Symposium and Cisco IoT Forum.

10

Public-Private Partnership



The Barcelona City Council and Government of Catalonia are firmly committed to business. The success of traditional public-private partnership has been key in transforming Barcelona. Mobile World Capital Barcelona is a clear example of this sort of collaboration.

13.5

€ billion*

The ICT sector in Catalonia generated just over €13.5 billion in revenue in 2012 according to estimates based on data from IDESCAT.

81,800

working population*

The latest data from the Active Population Survey put the working population at 81,800 people, up 4,600 from 2012.

11,500

companies*

The number of companies in the ICT sector (Information and Communication Technology) in Catalonia grew to roughly 11,500 in 2013.

* Source: Technological Sector Barometer in Catalonia 2014



Come and find out why doing business in Barcelona is easy!

Barcelona Activa, through the Barcelona Landing Service, offers a complete and free assistance to set up your company in Barcelona.

Contact our business support team at bcn.cat/business